

Audience Mapping Worksheet

Step One. Map your audience.

Use the matrix below to assess and prioritize your audience members. Use the **POWER** and **INTEREST** prompts below to access where they fit.

POWER INVESTMENT How much power, influence, and How invested, interested & committed is importance does this stakeholder hold? this stakeholder? **Manage Closely Keep Satisfied** High Power, Low Investment High Power, High Investment It is important to keep these These are your key audience stakeholders happy. Engage & members! Focus your time, consult when appropriate and resources, and attention on prioritize meeting their needs. prioritizing these stakeholders. **Keep Informed Monitor** Low Power, High Investment Low Power, Low Investment These individuals are your Although these individuals should be cheerleaders, and it is important to your lowest priority, stay connected show consideration & respect. Their with them using minimal effort and investment makes them great continue to monitor their interest. stakeholders to ask for feedback.

Step Two. Get to know one of your primary audience.

To get to know more about your key audience, let's dive into their **WHY**, **WHAT**, & **HOW**. Use the prompts below to assess your key audience & notate essential contextual information.

1. WHY THIS AUDIENCE MATTERS

Why is it important to reach this audience? Keep in mind your bigger purpose in engaging this audience.

What is your desired outcome in reaching this audience? What action or result are you looking for? (increased awareness, funding, policy decisions, etc.)



Audience Mapping Worksheet (continued)

2. WHAT MATTERS MOST TO THIS AUDIENCE

What do they need to know? Keep in mind questions they have about your program, the primary challenges they deal with, and key motivators for action.



How will the strategy deliverables for this audience be shared? Keep in mind sharing logistics- presented in a meeting, emailed, posted on a blog, etc.



Notate narrative context, data, and stories that will resonate most with them.

How do you define success when communicating to this audience? Keep in mind what has and has not worked communicating information to this audience in the past.

References: Communicating the Value of Preservation: A Playbook by Joe Crossett and Kyle Schneweis; Understand Me 4 – Who are they? by Dr. John Kenworthy; Audience mapping: how to harness internal expertise by Grant-Salmon

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